



## **Updated Cancer Action Plan for Kentucky**

Endorsed by State Council  
March 4, 2004

## PREVENTION

### Goal 1: Reduce mortality from tobacco-related cancers.

**Objective 1.1:** Increase the proportion of tobacco users in Kentucky who successfully quit.

Strategies:

- 1.1.1 Make cessation resources and programs widely available in communities, including programs tailored to youth to support users who want to quit.
- 1.1.2 Increase the capacity of physicians and other health care providers to provide cessation advice and counseling.

**Objective 1.2:** Reduce youth initiation of tobacco use.

Strategies:

- 1.2.1 Integrate evidence- and research-based tobacco use prevention into the school curriculum at all grade levels.
- 1.2.2 Include tobacco use prevention in the curriculum of colleges of education at state universities and encourage those pursuing careers in teaching to become smoke free themselves.
- 1.2.3 Distribute prevention messages through existing youth-oriented community-based channels, such as youth sports, Scouts, 4-H Clubs, youth recreational organizations, YMCA/YWCA, and church groups.
- 1.2.4 Raise youth awareness through the media.
- 1.2.5 Eliminate promotion of tobacco products.

**Objective 1.3:** Reduce or eliminate environmental tobacco smoke exposure (ETS).

Strategies:

- 1.3.1 Encourage, educate and assist in implementation of tobacco-free policies in work places, day care facilities, schools, and other public locations.
- 1.3.2 **Mandate that schools be tobacco free campus-wide for faculty, staff, and students (including all school-sponsored events). *State and Regional***
- 1.3.3 Enforce existing laws relating to smoke-free environments.
- 1.3.4 **Support the increase or establishment of an excise tax for all tobacco products. *State and Regional***

### Goal 2: Reduce mortality related to inadequate nutrition and lack of physical activity.

**Objective 2.1:** Increase the percentage of Kentuckians who eat five or more servings of fruits and vegetables daily.

Strategies:

- 2.1.1 Increase awareness of the nutrition goals and the health benefits of proper nutrition through the media and other communication channels.
- 2.1.2 **Incorporate nutrition and physical activity education into the school curriculum at all grade levels. *State and Regional***
- 2.1.3 Encourage consumer education by food retailers.

- 2.1.4 Increase the capacity of health care providers to provide nutrition advice, counseling, and referrals.
- 2.1.5 Encourage availability of healthy food choices at fast-food concessions in worksites, congregate eating sites, and other locations.

**Objective 2.2:** Increase the percentage of Kentuckians who exercise moderately on a daily basis.

Strategies:

- 2.2.1 Increase awareness among Kentuckians of the health benefits of physical activity and ways to incorporate it into daily activities.
- 2.2.2 Incorporate accessible physical activities within urban and rural community developments (i.e. walk ability of a community).
- 2.2.3 Support efforts to eliminate unhealthy food selections in schools, including vending machines. *State and Regional***

**Goal 3:** Reduce the incidence and mortality of skin cancers resulting from solar radiation.

**Objective 3.1:** Increase the proportion of people of all ages, who limit sun exposure, use sunscreens and protective clothing when exposed to sunlight, and avoid artificial sources of ultraviolet light, such as sun lamps, tanning booths, and other devices.

Strategies:

- 3.1.1 Integrate sun safety and skin cancer prevention into the school curriculum at all grade levels.
- 3.1.2 Educate and encourage schools and day care facilities to protect children from sun exposure.
- 3.1.3 Encourage designers of playgrounds and outdoor recreational facilities to provide adequate shade (i.e. sunscreen kiosk). *Regional***
- 3.1.4 Educate and encourage farmers, construction workers, and others in outdoor occupations to practice sun protection.
- 3.1.5 Increase public awareness of sun safety and of the hazards of artificial light sources. *State and Regional***

**Goal 4:** Increase the knowledge base on environmental carcinogens.

**Objective 4.1:** Foster research and education on environmental causes of cancer.

Strategies:

- 4.1.1 Support research on the etiology of environmental cancers.
- 4.1.2 Encourage Kentucky researchers to apply for federal and nonprofit funding for research projects on environmental carcinogens. *State***
- 4.1.3 Monitor cancer incidence and potential environmental exposures.
- 4.1.4 Increase public education and awareness of environmental carcinogens.

## EARLY DETECTION

**Goal 5:** Reduce mortality from breast cancer by early detection through increased screening.

**Objective 5.1:** Raise awareness among Kentucky's women about breast cancer risks and the benefits of early detection.

Strategies:

**5.1.1 Establish an integrated, ongoing public information program to foster a high degree of knowledge among women of all ages about breast cancer risks and benefits of early detection. *State and Regional***

5.1.2 Promote and expand community-level programs, such as breast cancer coalitions, to increase education about the risk of breast cancer and the need for screening (and re-screening) at appropriate intervals.

**Objective 5.2:** Provide all women ages 40 and older with access to screening mammography.

Strategies:

5.2.1 Encourage health care providers to routinely counsel women in their care to undergo breast cancer screening.

5.2.2 Integrate reminder systems into physician practices.

**Objective 5.3:** Improve availability and accessibility of breast cancer screening services in geographic areas with high proportions of late-diagnosed breast cancers and among subgroups of women with lower screening rates (e.g., African American women; women with less than 12 years of education; women who are non-English speaking; and women who are low-income, uninsured, and/or > 70 years of age.)

Strategies:

5.3.1 Increase the use of available financial resources for routine screening for uninsured and underinsured women.

5.3.2 Encourage in-state self-insured companies and in-state branches of out-of-state companies to provide screening mammography coverage in accordance with evidence-based screening guidelines.

**5.3.3 Ensure that age-eligible women in counties without mammography facilities have adequate access to breast cancer screening through facilities in adjoining counties and/or mobile mammography units. *State and Regional***

5.3.4 Encourage hospitals and other health service organizations to offer free or low-cost breast cancer screening.

5.3.5 Develop and implement interventions targeting at-risk populations.

**Goal 6:** Reduce mortality from cervical cancer by early detection through increased screening.

**Objective 6.1:** Raise awareness among Kentucky women of all ages about cervical cancer risks and the benefits of early detection.

Strategies:

**6.1.1 Establish an integrated, ongoing public information program to foster a high degree of knowledge among women about cervical cancer risks and early detection. Ensure that older women are targeted with the message. State and Regional**

**Objective 6.2:** Increase percentage of women who obtain regular Pap tests and pelvic exams.

Strategies:

**6.2.1 Increase the number of health care providers who perform or refer women for regular Pap tests and pelvic exams.**

**6.2.2 Reduce access barriers to screening.**

**6.2.3 Develop and implement standards of care for patient reporting, tracking and follow-up. State**

**Objective 6.3:** Ensure the quality of Pap tests in laboratories serving Kentucky women.

Strategies:

**6.3.1 Monitor laboratories in reading Kentucky Pap tests for compliance with rules and regulations of CLIA (Clinical Laboratory Improvement Amendments of 1988).**

**Goal 7:** Reduce mortality from colorectal cancer by early detection through increased screening.

**Objective 7.1:** To promote, increase, and optimize the appropriate use of high quality colorectal cancer screening.

Strategies:

**7.1.1 Increase access to recommended colorectal cancer screenings for Kentuckians, ages 50 and older. State and Regional**

**7.1.2 Encourage health care providers to offer or refer patients for routine screening.**

**7.1.3 Establish an educational campaign on colorectal cancer risk factors and screening.**

**Objective 7.2:** Promote colorectal screening methods.

Strategies:

**7.2.1 Support research to identify and promote effective screening methods.**

**Goal 8:** Reduce mortality from prostate cancer, especially among African Americans, who are at higher risk.

**Objective 8.1:** Raise awareness of prostate cancer risks and the benefits of early detection.

Strategies:

**8.1.1 Develop targeted education and outreach programs for African American men that focus on prevention, early detection, and information on best practices for prostate cancer treatment. *State and Regional***

8.1.2 Provide access to current information on best practices for prostate cancer treatment.

8.1.3 Encourage men to talk to their health care providers about early detection of prostate cancer.

**Objective 8.2:** Increase the percentage of men, especially those at high risk for prostate cancer, who are screened regularly.

Strategies:

**8.2.1 Encourage health care providers to counsel age-eligible men and provide prostate cancer screening. *State and Regional***

**Objective 8.3:** Improve screening and treatment of prostate cancer.

Strategies:

8.3.1 Support research on the cause, detection, and treatment of prostate cancer.

## TREATMENT

**Goal 9:** Reduce the inequity of the cancer burden of Kentucky's poor, uninsured and underinsured.

**Objective 9.1:** Increase financial access of Kentuckians to state-of-the-art cancer screening and treatment.

Strategies:

9.1.1 Encourage in-state self-insured companies and in-state branches of out-of-state companies to provide cancer screening coverage in accordance with current evidence-based screening guidelines.

9.1.2 Encourage hospitals and other health service organizations to offer free or low-cost cancer screening.

**9.1.3 Promote and enroll people who are currently eligible for health-care services through Medicaid, and expand the eligibility. *State and Regional***

9.1.4 Promote insurance reimbursement for routine screenings and insurance incentives for compliance.

9.1.5 Promote insurance coverage of treatment under clinical trials.

9.1.6 Work with policy makers to include screening and diagnostic services in health care plans.

**9.1.7 Educate community regarding how and where to access care if uninsured and ineligible. *Regional***

**Goal 10:** Reduce the inequity in cancer burden among rural populations.

**Objective 10.1:** Increase access to cancer screening and treatment in geographically underserved areas.

Strategies:

- 10.1.1 Expand educational programming, distance learning, and teleconference capabilities to cover rural areas throughout the state.
- 10.1.2 Encourage health care providers in remote areas to work collectively to increase access to screening facilities, and to arrange for treatment specialists to establish office hours in their areas.
- 10.1.3 Increase and publicize free or low-cost transportation and housing options for persons, in remote areas, who have to travel for screening and treatment services. *Regional***
- 10.1.4 Focus on health initiatives to improve the overall health status of Kentuckians by investing in local health departments and other community-based resources. *State and Regional***
- 10.1.5 Improve and promote geographic resource guides for cancer patients and their families.
- 10.1.6 Encourage county health departments to play a major role in fostering opportunities for worksite and community cancer screenings.
- 10.1.7 Recruit specialists to rural areas.

**Goal 11:** Improve treatment outcomes by increasing the number of patients receiving care according to established professional treatment guidelines.

**Objective 11.1:** Increase the number of health care providers who follow practice guidelines of national professional organizations (i.e. National Comprehensive Cancer Network).

Strategies:

- 11.1.1 Increase awareness and use of the National Cancer Institute's Physician Data Query (PDQ®) and other forms of continuing medical education for all health professionals.
- 11.1.2 Integrate professionally-accepted practice guidelines into health professional school curricula.
- 11.1.3 Raise public awareness of the need to seek quality treatment and care.
- 11.1.4 Develop relationships with medical specialists and academic medical facilities that specialize in cancer treatment. *State and Regional***
- 11.1.5 Encourage local physicians to adhere to clinical guidelines at every stage of treatment.

**11.1.6 Increase the number of certified nurses, social workers, translators, and other healthcare professionals and funding for retaining professionals. *State***

**Objective 11.2:** Increase patient access to information on standards of care across the continuum of care.

Strategies:

- 11.2.1 Establish a network of patient navigators, including volunteers, and trained social workers.

**Objective 11.3:** Increase patient participation in clinical trials.

Strategies:

- 11.3.1 Encourage physicians to inform and educate all cancer patients about the availability and benefits of clinical trials and to offer participation in clinical trials as a choice.
- 11.3.2 Increase patient education on the purpose and benefits of clinical trials.
- 11.3.3 Reduce financial and geographic barriers to participation in clinical trials.

**Objective 11.4:** Expand community capacity for providing patient access to cancer information.

Strategies:

- 11.4.1 Work with community organizations to increase their awareness of cancer information resources.
- 11.4.2 Increase the capacity of home health workers and others having contact with patients, to provide information and referrals.
- 11.4.3 Promote community and cancer information resources. *Regional***

<p><b>Goal 12:</b> Improve communication among cultural and limited-literacy groups in the understanding of physician advice and cancer information.</p>
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**Objective 12.1:** Increase demand for cancer screening and treatment in culturally unique and low literacy populations.

Strategies:

- 12.1.1 Identify special populations, i.e. African Americans, Hispanics, members of faith communities, and work with opinion leaders in these cultures to develop treatment messages that are appropriate.
- 12.1.2 Work with special populations to increase access to screening and treatment services.

**Objective 12.2:** Increase availability of patient information and advice for non-English speaking and low literacy patients.

Strategies:

- 12.2.2 Promote and disseminate appropriate cancer information for special populations and low literacy groups and find distribution channels in communities that reach these populations. *State and Regional***



12.2.3 Promote use of the Spanish-language cancer information services.

**Objective 12.3:** Improve provider communication with culturally diverse and limited literacy patients.

Strategies:

**12.3.1 Integrate patient-provider cultural and communication training into healthcare training programs. *Regional***

## QUALITY OF LIFE

**Goal 13:** Ensure quality care at the end of life, particularly, the management of cancer-related pain and timely referral to palliative and hospice care.

**Objective 13.1:** Increase capacity of patients and caregivers for handling of end-of-life issues.

Strategies:

- 13.1.1 Encourage medical schools to incorporate a palliative-care philosophy (defined broader than end of life) into their curricula.
- 13.1.2 Increase referrals to hospice in a timely manner.
- 13.1.3 Educate and provide resource information on support services (hospice care, counseling services, caregiver respite programs, etc.) to physicians through partnerships with physicians.
- 13.1.4 Improve practice of pain management and advance care planning in long term care facilities.

**Objective 13.2:** Increase resources available to help patients and their families deal with end-of-life issues.

Strategies:

- 13.2.1 Increase awareness and expand availability of support groups/systems, information and counseling services to assist cancer patients and their families. *Regional***
- 13.2.2 Develop and support multidisciplinary palliative care teams specifically committed to symptom management that begins at diagnosis (inpatient and outpatient). *Regional***
- 13.2.3 Develop palliative care specialists, teams and or consultants that have a broader focus than end-of-life.

<b>Goal 14:</b> Ensure adequate availability of services and equitable quality of life for cancer survivors.
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**Objective 14.1:** Increase number of patients who are referred to support services.

Strategies:

14.1.1 Work at the community level to increase availability of cancer support services.

**14.1.2 Refer all patients to existing community support services in a supportive and timely manner. *Regional***

**Objective 14.2:** Enforce laws relating to discrimination against patients.

Strategies:

14.2.1 Inform physicians and nurses about the provisions of the ADA so that they may be able to assist cancer patients in obtaining entitlements under the statute.

14.2.2 Increase Human Resources/Workplace education regarding patient rights.

**14.2.3 Ensure adequate services and equitable quality of life for culture specific groups by focusing outreach efforts where people are, with an emphasis on utilizing outreach in faith based groups, community centers, workplaces, etc. *Regional***

14.2.4 Encourage the use and development of cancer resource centers within regional medical centers as a clearinghouse for cancer information. Educate health care providers in the use of these facilities.